

WHAT IS CLAIMED IS:

1. An electro-optical device, comprising:
  - a plurality of pixels; and
  - a control device that controls a display density of the plurality of pixels,
  - the control device carrying out a display process based on first data and then carrying out a display process based on second data,
  - the control device selecting first pixels and second pixels from the plurality of pixels,

with respect to the first pixels, the control device calculates differential data between the first data and the second data and then carries out a first display process based on the differential data, and

with respect to the second pixels, the control device carries out a reset process, and then carries out a second display process based on the second data.

2. The electro-optical device according to Claim 1, dispersed second pixels being selected from the plurality of pixels.

3. The electro-optical device according to Claim 1, the plurality of pixels comprising a common electrode, pixel electrodes opposite to the common electrode, switching elements coupled to the respective pixel electrodes, and dispersion systems containing electrophoresis particles between the common electrode and the pixel electrodes, and

the display process being carried out by moving the electrophoresis particles using a voltage applied between the common electrode and the pixel electrodes, and an applying time of the voltage.

4. The electro-optical device according to Claim 1, the second pixels being selected from all of the pixels within a predetermined period of time.

5. The electro-optical device according to Claim 1, a display density having two or more polarities, and

a reset process on the second pixels including reset processes different in polarity.

6. The electro-optical device according to Claim 5, the reset processes different in polarity being carried out on the second pixels adjacent to each other.

7. The electro-optical device according to Claim 1, wherein, when the second data includes data for displaying a display density having a predetermined value or more, the second display process is carried out on the pixels.

8. The electro-optical device according to Claim 1, the reset process on the second pixels comprising a former frame period that carries out only a reset process on the pixels and a latter frame period that carries out the second display process based on the second data.

9. A method of driving an electro-optical device comprising a plurality of pixels and a control device that controls a display density of the plurality of pixels, the control device performing the steps of:

carrying out a display process based on first data;

when the display process is carried out based on second data, selecting first pixels and second pixels from the plurality of pixels; and

with respect to the first pixels, calculating differential data between the first data and the second data, and then carrying out a first display process based on the differential data, and with respect to the second pixels, carrying out a reset process on the pixels and then carrying out a second display process based on the second data.

10. The method of driving an electro-optical device according to Claim 9, a reset process on the second pixels comprising a former frame period that carries out only the reset process of the pixels and a latter frame period that carries out the second display process based on the second data.

11. An electronic apparatus equipped with the electro-optical device according to Claim 1.